



# OESNEWS

Governor's Office of Emergency Services

**FOR IMMEDIATE RELEASE**

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## **LA, San Diego, SF Bay Area, Fresno Billboards, Bus Signs to Promote Disaster Preparedness**

### *Only 30 Percent of Californians Prepared for Emergencies*

SACRAMENTO – The Governor's Office of Emergency Services announced today that beginning this 4<sup>th</sup> of July weekend, billboards, bus signs, and posters in transit kiosks statewide will ask all Californians to "Be Smart. Be Responsible. Be Prepared. Be Ready!" for disasters.

"As Californians travel this great state we want them to be reminded of the importance of being disaster ready," said OES Director Henry Renteria. "The recent earthquakes serve to remind us of the need to have a family disaster plan, an emergency supply kit and generally of the importance of being responsible for our safety, the safety of our family and our community."

OES estimates that only 30 percent of Californians are prepared for disasters. This outdoor advertising campaign will spread the "Be Ready" message and will ask Californians to create a family disaster plan.

A family disaster plan includes a list of emergency contact numbers for family members, as well as an out-of-area contact for family members to check-in with following a disaster. The plan should also include pre-identified meeting areas near the home and away from the home in case family members get separated.

On April 25, OES kicked off the year-long "Be Smart. Be Responsible. Be Prepared. Be Ready!" disaster preparedness campaign with California First Lady Maria Shriver. The campaign is working to motivate more Californians to be prepared for earthquakes, fires, floods, or acts of terrorism in California.

"Viacom is pleased to be part of this important statewide program and to contribute to the preparedness efforts of Californians," said Ned Ross, General Sales Manager for Viacom Outdoor. "We salute the First Lady, California OES and Citibank for supporting this important initiative."

The billboard and transit advertising campaign grew out of a partnership between Viacom Outdoor, Citibank and OES. The statewide campaign is fully funded by Viacom Outdoor and Citibank and will run for approximately eight weeks.

OES has also developed a comprehensive disaster tips brochure titled "10 Ways You Can Be Disaster Prepared." This brochure and more information about disaster preparedness can be found at the OES Web site – [www.oes.ca.gov](http://www.oes.ca.gov).

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